

ANNOUNCEMENTS.



(Trade Mark.)

21 West 38th St., New York.
Mme. Gardner, Mgr. Tel. 4383—Murray Hill.



Patent.
No. 749037.

This very unique model shows a hip confiner, built high enough to protect the waist line. In this way the very fashionable effect of being uncorseted is obtained, while the flesh below the waist line is held in a firm but supple casement.

A wide range of styles—the choice of fabrics especially extensive—promptness and the best workmanship make dissatisfaction impossible.

Corsets Made to Order

on the latest and most fashionable lines to suit the most fastidious tastes.

All our goods are universally admitted to be of superior style, fit, finish and workmanship. Write for Booklet E.

FLORENCE

12 EAST 44TH ST.,
NEW YORK.

**EARLY SPRING WEAR.**

Anticipating the coming modes, we are now introducing some advance ideas in Gowns for spring wear. CUSTOM MADE ONLY—AT PRICES OF READY-MADE GARMENTS.

FOULARD GOWNS, \$30 UP.
WOOL SERGE GOWNS.....\$20
CREPE METEOR GOWNS.....\$30
CHARMEUSE GOWNS.....\$35
EVENING COATS.....\$30
CHIFFON WAISTS.....\$20
ALSO BOUDOIR CAPS—EVENING CAPS
AND BANDS—CORSAGE BOUQUETS—
SILK STOCKINGS.

IT'S ALMOST MAGIC

**METHOT'S METHOD of
RECONSTRUCTION**

which creates from your OLD ostrich feathers a RICH PLUME at HALF THE PRICE of a new one and JUST AS GOOD. Don't discard the tiniest tip before you have consulted or written

H. METHOT

FRENCH FEATHER DYER AND
DRESSER

29 West 34th Street, New York
Second Floor. Take Elevator.

ANNOUNCEMENTS

**Coiffure Sans Rival**

A graceful and select combination of our *Beguin Chignon* with the *Meche L'Incrovable*.

Returning from Paris, our collection of Hair Ornaments, Jet and Amber Combs is the most complete and without equal. It will satisfy the most critical. HAIR DRESSING SHAMPOOING FACIAL AND HAIR COLORING MANICURING SCALP MASSAGE

Special attention given to Gentlemen's Tonpees. We make a specialty of matching grey hair.

MAIL ORDERS GIVEN CAREFUL ATTENTION

60-62 West 22d Street Telephone, 1306-1307—Gramercy New York
BOOKLET SENT UPON REQUEST

ANNOUNCEMENTS.

Cluzelle Brothers

Ladies' Parisian
Hair Dressers

and

Leading Hair

Importers of New York

Transformation Pratique

Our transformation can be dressed in a number of styles, meeting the requirements of morning, afternoon and evening wear.



Gerhardt & Co.

MILLINERY IMPORTERS.

DIRECT FROM PARIS

THE ADVANCE MODELS FOR

SPRING WEAR

This display provides the first authentic forecast of the coming Spring Styles.

An early call is invited.

14-16 EAST 33RD STREET, NEW YORK
54 RUE DES PETITES ECURIES, PARIS



MRS. ADAIR

ANNOUNCES A CHANGE IN THE
MANAGEMENT OF HER SALON.

Mrs. Adair, on visiting her New York Salon, found that her original GANESH Treatments for acquiring and preserving beauty of face and form had not been strictly adhered to. Mrs. Adair has therefore accepted the resignation of her New York manageress, and

**HAS PLACED HER LONDON MANAGERESS
IN CHARGE OF THE NEW YORK SALON.**

The GANESH Facial Treatments, when faithfully practised, have never been known to fail. Mrs. Adair's treatment for tired, lined eyes is especially effective. The GANESH Toilet Preparations are described in a price list booklet which is mailed free. Mail Orders filled.

NEW YORK—21 West 38th Street, Phone, 3475
Murray Hill.
LONDON—92 New Bond St., W. PARIS—5 Rue Cambon. NICE.

V. DARSY

14 W. 47th St.

DEPT. H,
NEW YORK.

DR. DYS' SACHETS DE TOILETTE

are beautifiers PAR EXCELLENCE because they make the complexion glow naturally with health and beauty. Dr. Dys does not believe in covering up blemishes with paint and powder. Study the condition of your skin and get the Sachets best suited to your needs for your daily ablution.

SACHETS SIMPLES, for young girls, 1/4 box, \$1.00. By mail, \$1.15.

SACHETS CONCENTRES, for oily skins, 1/4 box, \$1.90. By mail, \$2.05.

SACHETS DE FRAICHEUR, for dry skins, 1/4 box, \$2.50. By mail, \$2.65.

SACHETS DE BEAUTE, for lines, 1/4 box, \$3.15. By mail, \$3.30.

Free Booklet Sent on Request.



**Your
EYELASHES
ARE THEY BEAU-
TIFUL? My
LASHGROW
TREATMENT**
positively grows full,
luxuriant lashes and
shapely brows. To be
applied at home.
Write for literature
and prices or call at
Mrs. THOMAS' establishment for convincing
proof. Treatment for Skin and Scalp that is
remarkable for results achieved.

HULDA THOMAS
Dept. H-H, 11 W. 38th St., New York.

The Famous "Marcella" Skirt Drawer Combination

The Latest Creation in the Highest Grade Undermuslins

The very latest thing in the style of LINGERIE demanded by those clever arbiters of fashion, THE FRENCH. All fulness is entirely eliminated and the garment fits tight over the hip. Slim, glove-fitting effects in LINGERIE are required by the latest Parisian edicts. The "MARCELLA" is a closed drawer, an open drawer and a short skirt—THREE GARMENTS IN ONE, and fits like a glove. The "MARCELLA" as illustrated, made from finest imported Laces, is \$2.00, with a less expensive Lace or Embroidered Needlework, \$1.00. This is a SKIRT DRAWER alone. Made with Corset Cover, 50c. more.

Sold by leading department stores throughout the world. The "MARCELLA" makes an ideal addition to Muslin Underwear Department. Send for Catalogue.

THE M. WILBER DYER COMPANY, Mfrs.
155-157-159 Wooster St., New York.

ANNOUNCEMENTS.



The athletic model.

One of fifteen types; there are models for evening and strictly tailored dress; for riding, golfing and athletics; for orthopedic correction and abdominal support; for the growing girl and the elderly matron.

Absolute comfort, with the latest and best of design, material and construction guaranteed in Goodwin corsets.

Prices from \$5.00 to \$50.00.

Unique new catalog upon request.

Goodwin

Corset Specialist,

373 Fifth Ave., New York.
Telephone, 3293—Mad. Sq.

Expert fitters sent to homes if desired.

SMART STYLES FOR EARLY SPRING

A wonderfully serviceable model in Chiffon Taffeta. Careful arrangement of the striped silk giving slenderness and grace to the figure. Plain taffeta, color of the body of silk, is judiciously used to add necessary dignity for a street dress. Metal buttons to harmonize and an effective lace collar and fancy net yoke complete the well thought out details.

Model is dark blue with dull gold stripes. May be had in black and white and other combinations.

Price... \$45.00

SPECIAL ATTENTION GIVEN TO OUT OF TOWN PATRONS.

MRS. COPELAND

The Cambridge Building,

334 FIFTH AVENUE
ENTRANCE WEST 33D ST., OPPOSITE
WALDORF-ASTORIA, NEW YORK.

